

### **REMARKS**

The Office Action dated November 3, 2004, has been received and carefully noted. The amendments made herein and the following remarks are submitted as a full and complete response thereto.

Claims 1 and 3 have been amended. Claim 2 has been cancelled. Applicant submits that the amendments made herein are fully supported in the specification and the drawings as originally filed, and therefore no new matter has been added. Accordingly, claims 1 and 3 are pending in the present application and are respectfully submitted for consideration.

#### **Claims 1 and 3 Recite Patentable Subject Matter**

Claims 1-3 were rejected under 35 U.S.C. § 102(b) as being anticipated by DeLorme (U.S. Patent No. 5,948,040, "DeLorme").

Claim 2 has been canceled without prejudice, and therefore the rejection with respect to this claim is now moot. As for claims 1 and 3, Applicant submits that each of these claims recites subject matter that is neither disclosed nor suggested by the cited prior art.

Claim 1 recites an advertisement display system comprising, among other features, an advertisement server that reads out only advertisements, matching a profile of a user, of said advertisements situated along the set route from said advertisement database based on the data representing the profile of the user sent from the user terminal, and displays them on the user terminal.

It is respectfully submitted that the prior art fails to disclose or suggest at least the above-mentioned features of the Applicant's invention.

The Office Action merely refers to "the use of a server (col. 10, lines 10-17; col. 14, line 65 – col. 15, line 15)" of DeLorme.

It is submitted that column 10, lines 10-17 of DeLorme refers to "a remote database (e.g. online database of remote server)," and column 14, lines 65 to column 15, line 15 refer to "a central server." Applicant submits that neither the "remote database" nor the "central server" of DeLorme is comparable nor analogous to the "advertisement server" as recited in the claims of the present application. In particular, the advertisement server of the present invention "reads out only advertisements, matching a profile of a user, of said advertisements situated along the set route from said advertisement database based on the data representing the profile of the user sent from the user terminal, and displays them on the user terminal." In fact, DeLorme does not teach or disclose at least such feature anywhere in the reference. Therefore, Applicant submits that DeLorme fails to disclose each and every element recited in claim 1 of the present application, and therefore is allowable.

As claim 3 depends from claim 1, Applicant submits that claim 1 incorporates the patentable aspects therein, and is therefore allowable for at least the reasons set forth above with respect to independent claim 1, as well as for the additional subject matter recited therein.

Moreover, to qualify as prior art under 35 U.S.C. §102, a single prior art reference must teach, i.e., identically describe, each feature of a rejected claim. As explained above, DeLorme fails to disclose or suggest each and every feature of claims 1 and 3. Accordingly, Applicant respectfully submits that claims 1 and 3 are not anticipated by nor rendered obvious by the disclosure of DeLorme. Therefore, Applicant respectfully submits that claims 1 and 3 are both allowable.

Accordingly, Applicants respectfully request withdrawal of the rejection.

### **Conclusion**

In view of the above, Applicant respectfully submits that each of claims 1 and 3 recites subject matter that is neither disclosed nor suggested in the cited prior art. Applicant also submits that the subject matter is more than sufficient to render the claims non-obvious to a person of ordinary skill in the art, and therefore respectfully requests that claims 1 and 3 be found allowable and that this application be passed to issue.

If for any reason, the Examiner determines that the application is not now in condition for allowance, it is respectfully requested that the Examiner contact the Applicants' undersigned attorney at the indicated telephone number to arrange for an interview to expedite the disposition of this application.

In the event this paper has not been timely filed, the Applicant respectfully petitions for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper, may be charged to counsel's Deposit Account No. 01-2300 referencing Attorney Docket No. 107156-00047.

Respectfully submitted,



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